

Marketing Pitch Deck

Porto Sports Club

September 2025

massheads
Marketing Division

Unleash the Thoughts



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almost

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Whether it's crafting compelling content, launching performance-driven campaigns, or redefining your brand's voice, we ensure every move aligns with your goals.

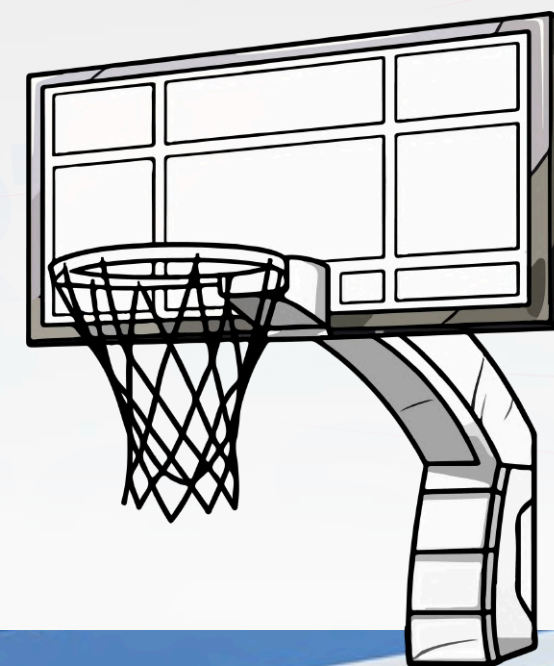
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Porto Sports Club

Marketing Kickoff Strategy



Porto Sporting Club

Overview

Porto Sporting Clubs is a **premium multi-sport and social club** chain operated by Amer Group in Egypt. It boasts world-class facilities, academies, and courts in various cities and resorts, including the **North Coast, Port Said, Al-Minya, and Red Sea**, exclusively placed within **Amer Group's residential projects**.

The club envisions providing a "**360-degree experience**," hosting international **competitions**, and **collaborating** globally to "build generations of future champions". It aims to pioneer a "Hybrid Model" in the Egyptian market, integrating the social and family environment of traditional clubs with modern, state-of-the-art facilities, a unique proposition not fully offered by current competitors.

Porto Sporting Clubs

Digital Current State

Porto Hotels' digital presence is **heavily reliant on paid advertising**, with low organic engagement across Facebook, Instagram, and TikTok.

Conversion tracking is missing, making ROI measurement difficult, while slow response times on social platforms hinder lead conversion.

Compared to competitors with robust loyalty programs and stronger digital ecosystems, Porto must improve responsiveness, tracking, and organic content to drive sustainable growth.

Porto Sporting Club

Digital Current State

Porto Sporting Clubs maintains a presence on major social platforms, with active accounts on Facebook, Instagram, TikTok, YouTube, and possibly LinkedIn (via Amer Group). Over the last quarter, Instagram and Facebook have shown significant reach but mixed engagement.



Has a predominantly local Egyptian audience and serves as a key information hub.

Page visits (76K) and link clicks (36K) increased slightly (~+8% and +15% respectively), suggesting effectiveness in driving web traffic and disseminating announcements.

Engagement dipped ~9% (14.6K interactions), and new follower growth was modest (+1.7K, ~6% increase).

The content mix includes many link posts, which garnered the highest reach (~2.9M impressions) but tend to get fewer interactions.

User interactions (likes/comments) are minimal to no interactions



Experienced a major spike in organic views and reach in the last 90 days, with total content views reaching ~941K (up 112%) and Reel reach at ~182K (up 88%).

Despite this reach, link clicks dropped significantly by 54% (to only 390 clicks), indicating that viral content isn't converting viewers into website visits or sign-ups.

Follower growth was volatile, with heavy churn (1,152 unfollows outpacing 588 new follows in a recent 4-week span), suggesting low retention.

Engagement rate remains modest at around 3%.

Stories perform well, driving the highest interactions (4.9K from ~117 stories).

A critical issue is the audience mismatch, with only about 19.2% of followers from Egypt; the top follower country is India (~24.9%), indicating viral content attracting a non-target global audience or fake followers base

Local penetration is low, with Port Said accounting for only ~2,200 followers (7% of total) and Minya ~400 (1.3%).

Porto Sporting Club

Digital Current State

Instagram – 31K followers

The club's Instagram saw a major spike in organic views and reach in the last 90 days, indicating viral content spread.

Total Content Views

~**941K** (up **112% vs. previous quarter**) with **79%** coming organically. Notably, a few Reels likely went viral, yielding reach of ~**182K (+88%)**.

Link Clicks

Dropped by **54% (only 390 clicks)**, suggesting that viral viewers did not convert into website visits or sign-ups.

Follower growth

was also volatile – ~**1,974 new follows** in **90 days (+195%)**, but with heavy churn: in a recent **4-week span, 1,152 unfollows outpaced 588 new follows**.

This implies many followers (possibly gained during viral spikes or contests) later left, pointing to low retention. Engagement saw a moderate rise (**5.4K content interactions, +43%**), but given the large reach, the engagement rate remains modest (**around 3%**).

Stories

were a strong point – the team posted ~**117 stories** in **3 months**, driving the highest interactions (4.9K) among content types.

Reels

also performed well with ~**1.77M impressions** and **2.9K interactions**. In contrast, static photo posts had lower reach and engagement.

Porto Sporting Club

Digital Current State

Instagram – 31K followers

The club's Instagram saw a major spike in organic views and reach in the last 90 days, indicating viral content spread.

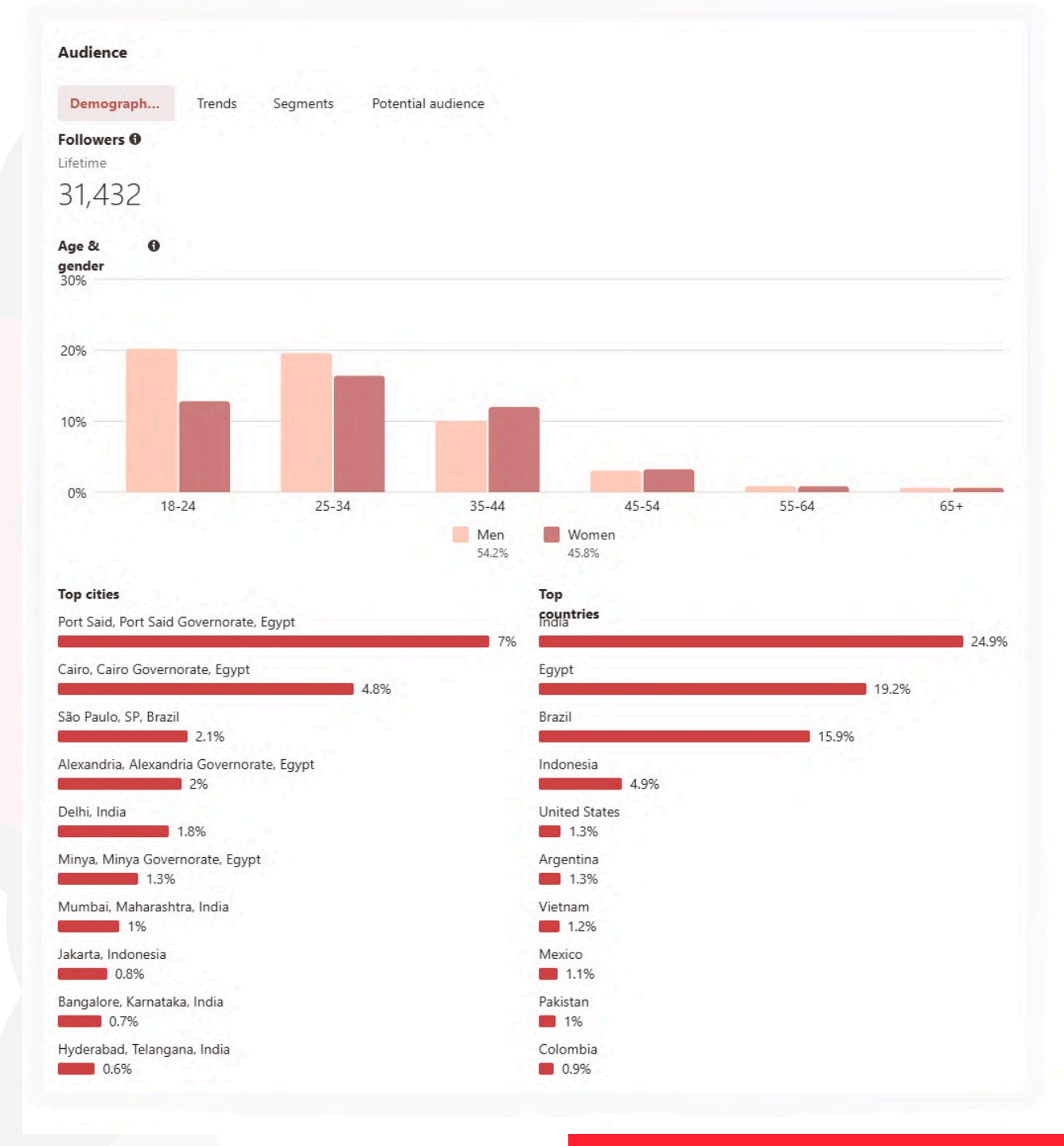
Geographic Distribution (a "red flag"): The Instagram following is "surprisingly international".

Only about 19.2% of followers are from Egypt, meaning less than one-fifth of the total followers are local.

The top follower country is **India (~24.9%)**, followed by **Egypt (~19%)**, and then **Brazil (~15.9%)**. There's also some presence in **Indonesia, USA, and other countries**.

This global skew suggests that some Porto Sporting Club posts, likely Reels featuring generic sports content, **went viral internationally**, attracting thousands of non-prospects who are unlikely to visit or engage with the clubs.

This could also indicate bot/spam accounts, which are common practice.



Porto Sporting Club

Digital Current State

Facebook – 35K page followers

Porto Sporting Clubs' Facebook presence is characterized by a significant local audience and an ability to drive web traffic, but it struggles with declining engagement rates and inconsistent community management

Follower Base

The official Facebook page **has 35,000 page followers** and approximately **28.6K likes**

Traffic Generation

In the last 90 days, Facebook has proven effective for driving web traffic and disseminating announcements\

Page visits increased slightly by approximately 8% to 76,000

Audience Demographics

It boasts a predominantly **local Egyptian audience**, distinguishing it from the Instagram page's international skew. This audience is **primarily from the Port Said and Minya regions, as well as Cairo-based individuals** who own vacation homes in Porto resorts. The audience on Facebook likely skews slightly older than Instagram, **catering more to parents aged 30-50** who use the platform for club news

Content Mix

The content strategy includes many link posts (Hashtags), which have garnered the highest reach, **approximately 2.9 million impressions**. However, these link posts "tend to get fewer interactions" compared to visual content, and there's a concern that **over-reliance on them could lead to algorithm penalties from Facebook**, which often limits the reach of posts directing users off-site

Language

Most content is in Arabic, which is appropriate for engaging with the local Egyptian audience. Local community content, such as Arabic posts specific to Port Said events, is used to inform members

Porto Sporting Club

Digital Current State

Facebook – 35K page followers

Views Are Extremely High Compared to Interactions

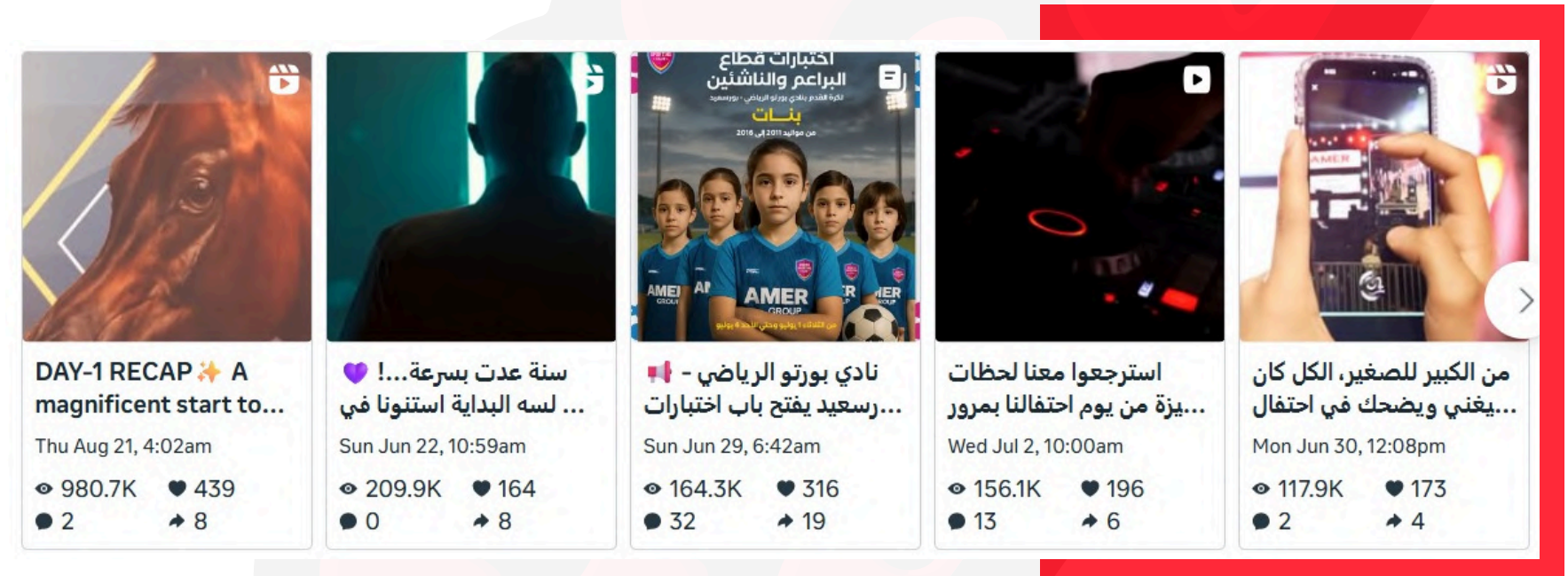
- On Facebook, your DAY-1 RECAP video has 980.7K views but only 439 reactions + 2 comments + 8 shares.
- That's about 0.046% engagement per view — very low interaction relative to the reach.
- The other posts also follow the same pattern: high views but relatively few interactions.

Why this happens:

- Facebook's algorithm can show videos widely but doesn't guarantee people will engage.
- Event recap videos often attract passive viewers who watch but don't react or comment.
- People may be interested in watching but not emotionally compelled to interact (like or comment).

Mid-Tier Posts Have Better Ratios

- Sports Trials Post (164.3K views) got 326 reactions, 32 comments, 19 shares.
- That's about 0.23% engagement per view — 5x more engagement than the big recap video.
- This shows niche or community-driven topics create deeper interaction even with fewer views.



Pattern: Viral Reach vs. Quality Engagement

- High reach posts (Day 1 Recap) = great for brand awareness but low interaction.
- Smaller, targeted posts (Sports Trials) = moderate reach but high interaction, comments, and shares.
- This is classic “top-of-funnel vs. mid-funnel” behavior.

Opportunities to Improve Interaction

- Add clear CTAs: “Comment below,” “Tag someone,” “Tell us your favorite moment.”
- Make content interactive: Polls, quizzes, or calls to vote.
- Focus on storytelling & emotion: People comment more on human stories than polished recaps.
- Use faces/people: Posts with identifiable people draw higher engagement rates.
- Shorter clips or highlight reels: Sometimes easier to react to than long videos.

Porto Sporting Club

Digital Current State

Facebook – 35K page followers – Social Listening

While overall engagement on the Facebook page appears limited, the comments we do receive are consistently positive — reflecting genuine appreciation for the club's activities and the events it organizes. Here are a few examples.



Top fan

جوده بحريه

هي دي بورتو ولا بلاش

1w Like Reply See translation



Top fan

جوده بحريه

واخلي حاجه اني كنت من ضمن الفنون الشعبية الي حلت واسعدت كل الناس

1w Like Reply See translation



Top fan

جوده بحريه

كان يوم جميل وكنا سعداء أننا اسعدناكم

1w Like Reply See translation



ايو نادي

بالتوفيق انشاء الله مظلومه محترمه

9w Like Reply See translation



Asmaa Ahmed

كان يوم تحفه

1w Like Reply See translation



Ahmed Hassan

كل الشكر لادارة بورتو وعامر جروب علي الايفنت الاكثر من رائع وشكر خاص م امير علي الدعم الدائم للاتحاد ورياضه الرول بول وشكرا د منير وادارة الانديه علي التنظيم الاكثر من رائع

2w Like Reply See translation



Amir Abdel Kader Habib

شكرا جزيلاً ليك كابتن احمد و لمجلس ادارة الاتحاد المحترم و اللجنة المنظمة على المجهود الكبير و التنظيم الرائع و التعاون المستمر

2w Like Reply See translation



Hala Helaly

عقبال كل سنه اخلي ايفنت بيتعمل في النادي

1w Like Reply See translation



محمد عبد الفتاح

اخلي يوم في النادي بصراحه من اول انشاءه

1w Like Reply See translation



Sara A Morsy

كان يوم لطيف جدا شكرا

1w Like Reply See translation



Top fan

Noha Magdey

كان يوم جميل اوى اخلي ايفنت بيتعمل في النادي كل سنه وانتم بخيررر بس فين باقي الصور

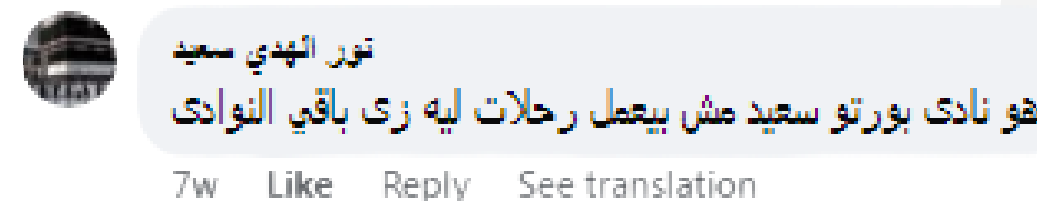
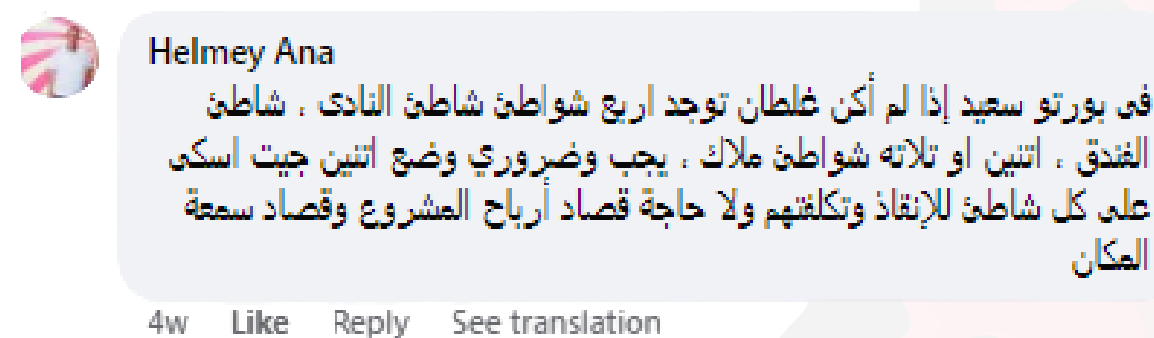
1w Like Reply See translation

Porto Sporting Club

Digital Current State

Facebook – 35K page followers – Social Listening

There have also been some negative comments about the Port Said branch. Similarly, engagement on Instagram remains limited, and the comments there include a few negative remarks about the Port Said location as well.



Porto Sporting Club

Digital Current State

Youtube

Porto Sporting Clubs' YouTube channel is currently positioned as a minor platform, used primarily as a video archive within its larger social media ecosystem. While an official channel exists and is linked via Linktree, featuring event highlights and promotional videos like freestyle football shows and tournament recaps, its subscriber count is not publicly known. The sources indicate that YouTube is underleveraged, lacking consistent, long-form content or a regular series that would encourage subscriptions and sustained engagement.

In the larger context of Social Media Performance:

The underutilization of YouTube, similar to TikTok, reflects a broader challenge in Porto's current content strategy, which exhibits mismatches in content-type versus platform. The audit notes that while the club experiments with various formats, **YouTube's long-form content is specifically highlighted as under-leveraged, with "no regular series or vlog that keeps people subscribed"**. This contributes to the overall problem of social media efforts resulting in "**lots of 'noise'** (impressions, random follows) but comparatively low actionable outcomes (engagement, conversions, loyal following)". The lack of a strong YouTube presence means missed opportunities to showcase the club's facilities and expertise through rich visual storytelling that could attract and retain its target Egyptian audience

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Current State of YouTube as a Minor Platform and Video Archive:

Content Format Utilization Mismatches: The club is "experimenting with various formats," but there are "mismatches in content-type versus platform". YouTube, designed for diverse video content, is currently limited to archiving, missing opportunities for long-form engagement. This contrasts with Instagram, which has seen viral Reels but a significant drop in link clicks, indicating a failure to convert reach into action. Facebook, on the other hand, effectively drives traffic but has lukewarm user interactions

Lack of Strategic Narrative: The club's social content often lacks a strong, unique value proposition and consistent brand messaging. This issue extends to YouTube, where content is not strategically used to "build generations of future champions" or differentiate Porto Sporting Clubs

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Current State of YouTube as a Minor Platform and Video Archive:

Low Actionable Outcomes: The overall social media strategy is characterized by "lots of 'noise' (impressions, random follows) but comparatively low actionable outcomes (engagement, conversions, loyal following)". YouTube, in its current archival state, contributes to this by not actively driving subscriptions, website traffic, or inquiries.

Missed Opportunities for Expertise and Community Building:

As a premium multi-sport and social club, Porto Sporting Clubs has the potential to showcase world-class facilities and specialized sports programming. An underleveraged YouTube channel means missed chances to establish thought leadership through instructional content or build community through member and coach spotlights

Porto Sporting Club

Digital Current State

TikTok

TikTok is identified as a major platform for Porto Sporting Clubs, but it is currently **underutilized**. Despite its presence, the audit notes that performance data for TikTok is not provided, and there are few videos with no significant viral content found. This indicates a missed opportunity within the club's overall social media performance.

TikTok's Current State within Social Media Performance

Low Actionable Outcomes: The overall digital strategy is currently characterized by "lots of 'noise' (impressions, random follows) but comparatively low actionable outcomes (engagement, conversions, loyal following)". The lack of a strategic TikTok presence means the club is not effectively capturing the attention or engagement of a significant segment of its target audience, particularly the "Youth Athlete (Segment A/B)" and "Young Professional Enthusiast (Segment B+/B)" personas.

Content Format Utilization Mismatches: The digital audit points out that while the club experiments with various formats, TikTok is a "missed format for engaging younger audiences with fun challenges". This contributes to the issue of content not being optimally tailored for each platform.

Audience Mismatch & Wasted Reach: Although Instagram has achieved high reach, a large portion of its audience is international, diluting local engagement. TikTok offers a direct avenue to target Egyptian youth and young millennials, which is crucial for realigning the audience with the club's local target demographic.

Porto Sporting Club

Digital Current State

Conclusion

In conclusion, Porto Sporting Clubs' current social media state is characterized by several significant weaknesses that undermine its potential despite a substantial online presence across various platforms. The audit reveals that while the club is active, its efforts are hampered by strategic and targeting problems rather than a mere lack of activity, resulting in "lots of 'noise' (impressions, random follows) but comparatively low actionable outcomes (engagement, conversions, loyal following)

The key weaknesses include:

Unclear Positioning & Brand Messaging Porto Sporting Clubs lacks a strong, unique value proposition consistently woven into its social content. Posts tend to be "event-driven" and sporadic, failing to reinforce the club's vision of "building generations of future champions," making the brand less memorable compared to competitors.

Inconsistent or Weak Calls-to-Action (CTAs) This is a critical tactical flaw, evidenced by a 54% drop in Instagram link clicks over the last quarter, indicating content is not effectively driving traffic to the website or sign-up pages. Even on Facebook, where link clicks are higher, it's questioned whether this is due to "random curiosity rather than intentional CTAs".

Audience Mismatch & Wasted Reach (predominantly Instagram)

A significant "red flag" is that only about 19.2% of Instagram's 31,000 followers are from Egypt, with the majority being international (e.g., India, Brazil). This global virality, while boosting vanity metrics, attracts "thousands of non-prospects" who are unlikely to visit or engage with the clubs, leading to a "weak community feel" for local Arabic posts and potentially confusing algorithms, thereby reducing local reach.

Follower Churn & Low Retention Instagram data shows heavy churn, with 1,152 unfollows outpacing 588 new follows in a recent 4-week span. This suggests that many followers gained from viral content or contests are not genuinely interested and quickly disengage, indicating that current content is not "sticky" or habit-forming. Facebook also exhibits low returning viewers

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Digital Current State

Conclusion

In conclusion, Porto Sporting Clubs' current social media state is characterized by several significant weaknesses that undermine its potential despite a substantial online presence across various platforms. The audit reveals that while the club is active, its efforts are hampered by strategic and targeting problems rather than a mere lack of activity, resulting in "lots of 'noise' (impressions, random follows) but comparatively low actionable outcomes (engagement, conversions, loyal following)

The key weaknesses include:

Suboptimal Content Format Utilization The club's content strategy across platforms is not fully optimized. On Facebook, there's an over-reliance on link posts that yield high reach but lower engagement and may be penalized by Facebook's algorithm. On Instagram, many Reels might be generic, failing to feature Porto's facilities directly, which hinders conversion of viewers into club fans. TikTok is identified as an "underutilized channel" with few videos and missed opportunities for engaging younger audiences. YouTube is primarily a "video archive" rather than an active engagement channel, with long-form content under-leveraged.

Engagement and Community Management Issues The club's responsiveness to messages is low, with a 54% response rate and a 38% drop in conversation starts, implying slow or inconsistent handling of inquiries. The social media channels feel like "one-way broadcast mediums" lacking active two-way dialogue or a robust community forum, which is crucial for a social club.

In essence, Porto Sporting Clubs' current social media presence, while active, is largely untargeted, inconsistent, and inefficient in converting its online reach into meaningful engagement, leads, or a loyal local community.

Porto Sporting Clubs

SWOT - Analysis

The competitive landscape for Porto Sporting Clubs is broad and plays a key role in shaping its digital marketing strategy. Operating across four regions—Port Said, Minya, the North Coast, and the Red Sea—Porto faces a diverse mix of direct local competitors in each area, as well as national indirect competitors that influence overall market expectations.

Porto Sporting Club

SWOT Analysis

Strength

Strong Backing by Amer Group: Porto Sporting Clubs benefits from significant investment and integration into Amer Group's upscale real-estate communities, such as Porto Said Resort and Porto El Minya residential project. This provides a unique "resort lifestyle" differentiator.

Modern Design and "World-Class" Vision: The clubs offer state-of-the-art facilities and aim for global standards in sports programming and hosting international competitions and academies.

Diverse Location Footprint: Porto Sporting Clubs has branches in key regions, including Port Said, Minya, North Coast (Porto Golf Marina), and Red Sea (Ain Sokhna area - Porto Sokhna or Porto South Beach resort). This provides a unique mix of urban and resort/coastal leisure and sports experiences.

Focus on 360° Sports Experience: Porto aims to provide a comprehensive social and family environment alongside extensive sports courts, academies, and facilities, aligning with high-end market demand for integrated offerings.

Hosting Major Events: Porto has "made a splash with events" like the Porto Padel Open in North Coast, which was the largest in the region, and the African Rowing Championship held in Porto Marina. Leveraging celebrities for concerts also boosts footfall and social media buzz.

First-Mover Advantage in Some Areas: In locations like the Red Sea (Ain Sokhna area), there is likely "no equivalent stand-alone sporting club in that immediate area open for membership," giving Porto a first-mover advantage.

RSC Anderlecht Soccer Academy Partnership: This partnership, mentioned for the Minya club, highlights specialized sports programming and adds credibility to its academies.

Porto Sporting Club

SWOT Analysis

Weaknesses

Relatively New Brand and Lack of Historic Prestige: Porto Sporting Clubs is a new brand, lacking the century-old history and prestige of traditional Egyptian clubs like Gezira or Al Ahly. Building brand equity starts "from an almost zero base".

Slow Membership Uptake (Initial Phase): Reputation building can be slow initially, potentially impacting membership growth.

High Initial Costs: Porto's membership fees are likely higher than traditional local clubs

Dependence on Amer Residential Projects: The club's presence is tied to Amer Group's developments, which may limit its reach to areas where Amer Group has projects.

Unclear Positioning & Brand Messaging: The social content often lacks a strong, unique value proposition and consistent reinforcement of its vision ("building generations of future champions"), making the brand less memorable and affecting calls-to-action.

Inconsistent or Weak Calls-to-Action (CTAs): There is a significant drop in Instagram link clicks (54% QoQ) and a general absence or generic nature of CTAs, leading to high impressions but low conversions.

Audience Mismatch & Wasted Reach on Instagram: A large portion (over 80%) of Instagram followers are international (top countries: India, Brazil), attracted by viral, generic sports content, not local Egyptians. This dilutes engagement, wastes reach, and may confuse algorithms, reducing local visibility.

Follower Churn & Low Retention: Instagram shows significant unfollows (1.1K in 4 weeks), suggesting new followers gained during viral spikes or contests are not genuinely interested or retained. Facebook also shows low returning viewers, indicating content isn't "sticky".

Content Format Utilization Mismatches: While using various formats, some content types are underleveraged or misapplied across platforms (e.g., too many link posts on Facebook with low engagement; generic Instagram Reels not directly featuring facilities; underutilized TikTok and YouTube long-form content).

Porto Sporting Club

SWOT Analysis

Weaknesses

Engagement and Community Management Issues: Low response rates to messages (54%) and a decrease in conversation starts (-38%) hint at slow responsiveness. There's also a lack of community forums, making channels feel like one-way broadcasts.

Digital Outreach Compared to Competitors: Digitally, Porto is outpaced by competitors like Wadi Degla, who have ~200K Instagram followers and a "well-oiled marketing machine"

SEO and Local Search Weakness: The club's web presence is limited, not ranking highly for generic searches. Google My Business listings exist but have minimal user-generated content (reviews, Q&A). Search results primarily show social pages and Amer's site, lacking independent reviews.

Porto Sporting Club

SWOT Analysis

Opportunities

Capitalize on Market Growth: Egypt's sports and recreation sector is expanding rapidly, driven by government investment (EGP 40 billion into sports infrastructure 2018–22), a young population (60% under 30), and rising health awareness. The fitness services market is projected for significant growth.

Leverage Hybrid Model: Porto's "Hybrid Model" (integrating social club environment with modern facilities) fills a market gap not fully addressed by traditional clubs (aging infrastructure) or modern fitness centers (lack of social dimension).

Exploit Competitors' Digital Weakness: Many established legacy clubs (e.g., Gezira, Shooting Club) have "minimal digital outreach". This offers Porto a significant opportunity to dominate the online space for club services outside Cairo and become the "talked-about club on social media" in its regions.

International Partnerships: Porto's vision to host world events and collaborate with global sports entities can boost credibility (e.g., the RSC Anderlecht soccer academy partnership) and attract ambitious athletes.

Digital Innovation: There's an opportunity to innovate with digital platforms for bookings, community engagement, and services (e.g., user-friendly app, VR tours, AI coaching apps), appealing to the "digitally savvy A+ members" where Egyptian clubs generally show "weak strategic planning in digital transformation".

Hosting Tournaments/Conferences: High-profile events (like the Porto Padel Open) can boost visibility and reputation.

Demand for Diverse & Niche Programming: Consumers seek diverse programming, including group classes like Zumba and Pilates, and niche sports like Padel and MMA, which Porto can offer.

Focus on Women's Sports & Wellness: A growing trend with increased participation and demand for women-only facilities or dedicated hours.

Public-Private Collaboration: Engage with government sports initiatives and youth development programs at Porto facilities to gain goodwill and possible subsidies

Porto Sporting Club

SWOT Analysis

Threats

Intense Competition: Porto faces fierce competition from both long-standing public-sector clubs (with low fees and local loyalty) and modern private chains (with slick marketing and multiple branch networks like Wadi Degla).

Economic Volatility: Economic slowdowns could reduce discretionary spending on luxury items like club memberships, particularly impacting higher-priced clubs like Porto.

Market Saturation: The emergence of new clubs (like City Club, a government-affiliated chain with affordable plans) could further saturate the market, intensifying competition.

Aging Membership in Traditional Clubs: While an opportunity for Porto to attract new members, the inherent loyalty to these traditional clubs remains a challenge.

Infrastructure Gaps: Uneven sports infrastructure development outside major cities could concentrate demand in developed areas, intensifying competition there.

Strong Digital Presence of Competitors: Wadi Degla Clubs, a direct competitor in Minya, already "far outpaces Porto" digitally, posing a significant challenge in online marketing.

Regulatory/Funding Hurdles: Potential obstacles in regulations or funding could hinder club development and expansion.

Porto Sporting Clubs

Search Engine Visibility

Porto Sporting Clubs' search engine visibility is a critical component of its broader digital marketing strategy, as it directly impacts how potential members discover and perceive the club. Currently, Porto's online presence in search results is limited, presenting both weaknesses and significant opportunities for enhancement within a competitive market

Porto Sporting Club

Search Engine Visibility

Current Search Engine Visibility

- 1. Website Presence:** Porto Sporting Clubs' own web presence on Google is largely confined to a **section of the Amer Group website**. The **Amer Group site** provides an overview of Porto Sporting Clubs, including its vision, locations, and a brochure request form. However, this section **"may not rank highly for generic searches"** such as **"sports club Port Said"** yet. This indicates that while information exists, it's not optimized for discoverability by users searching broadly for sports clubs in specific areas.
- 2. Social Pages:** Currently, search results for the **club's name primarily pull up its Facebook and Instagram pages**, along with the Amer Group's site. While social media presence is active, this reliance means that a direct search for the club name often leads to social profiles rather than a dedicated, **comprehensive website that could convert leads more effectively**.
- 3. Local News and Press Releases:** The clubs gain some visibility **through local news and press releases, mostly in Arabic**. For example, coverage of their Padel tournament in North Coast was featured in **Osoul Misr magazine**, and Amer Group's press releases highlight club openings and events. These articles "add credibility and **SEO footprint when users search news**".
- 4. Google My Business (GMB) Listings:** **Each Porto Sporting Club location is presumed to have a Google My Business listing**, as implied by Facebook page check-ins showing locations like Port Said. This means entries likely exist on Google Maps. However, "user-generated content (reviews, Q&A) on these listings seems minimal" at this stage. This is because the brand is new and "not yet widely reviewed on public platforms"
- 5. Lack of Independent Reviews/Blogs:** Beyond press releases, there's "not much in the way of independent blog or media reviews" for the club. This further limits its organic visibility and third-party validation in search results.

Porto Sporting Club

Search Engine Visibility

Weaknesses and Challenges in Search Engine Visibility

Low Ranking for Generic Queries: The Amer Group site, while providing an overview, is not optimized to rank highly for general searches like "best club in Port Said" or "padel courts in North Coast". This means potential members actively searching for local sports facilities might not discover Porto Sporting Clubs.

Minimal User-Generated Content (UGC): The absence of significant user reviews or Q&A on GMB listings means Porto misses out on valuable social proof and keyword-rich content that helps local SEO.

Underleveraged Multi-Location Nature: Porto Sporting Clubs' multi-location presence isn't fully leveraged online, as "each branch doesn't have its own webpage with localized keywords". This hurts discoverability for potential members who aren't already aware of Porto.

Competitor Dominance: Competitors like Wadi Degla, by virtue of more content and a larger user base, or local clubs with longer histories, "might show up first" in search results, making it harder for Porto to attract attention. These issues contribute to a situation where Porto "does not dominate search results for key queries yet," hindering its ability to capture those not already within its immediate ecosystem and affecting its credibility for those researching the club

Porto Sporting Club

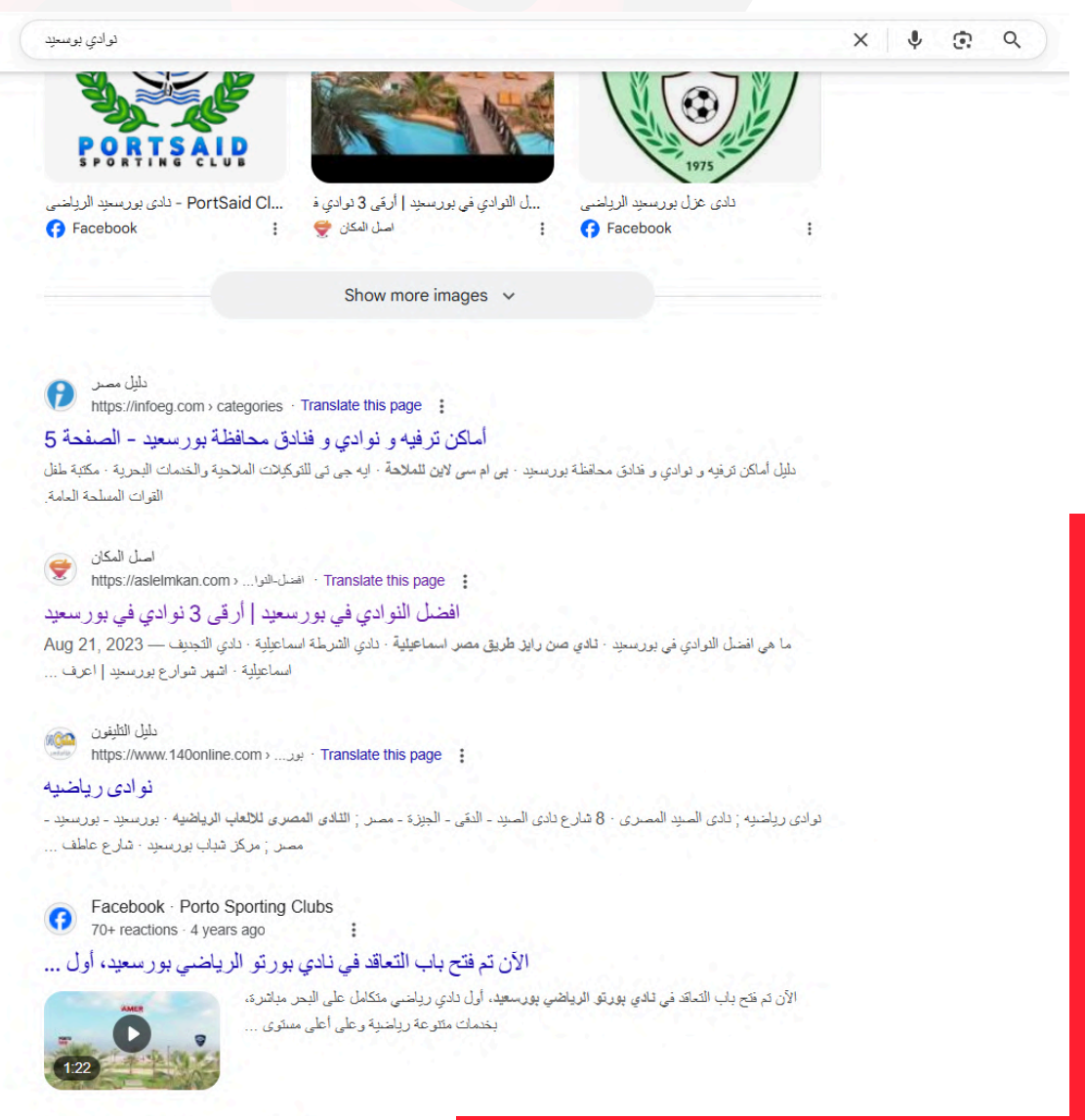
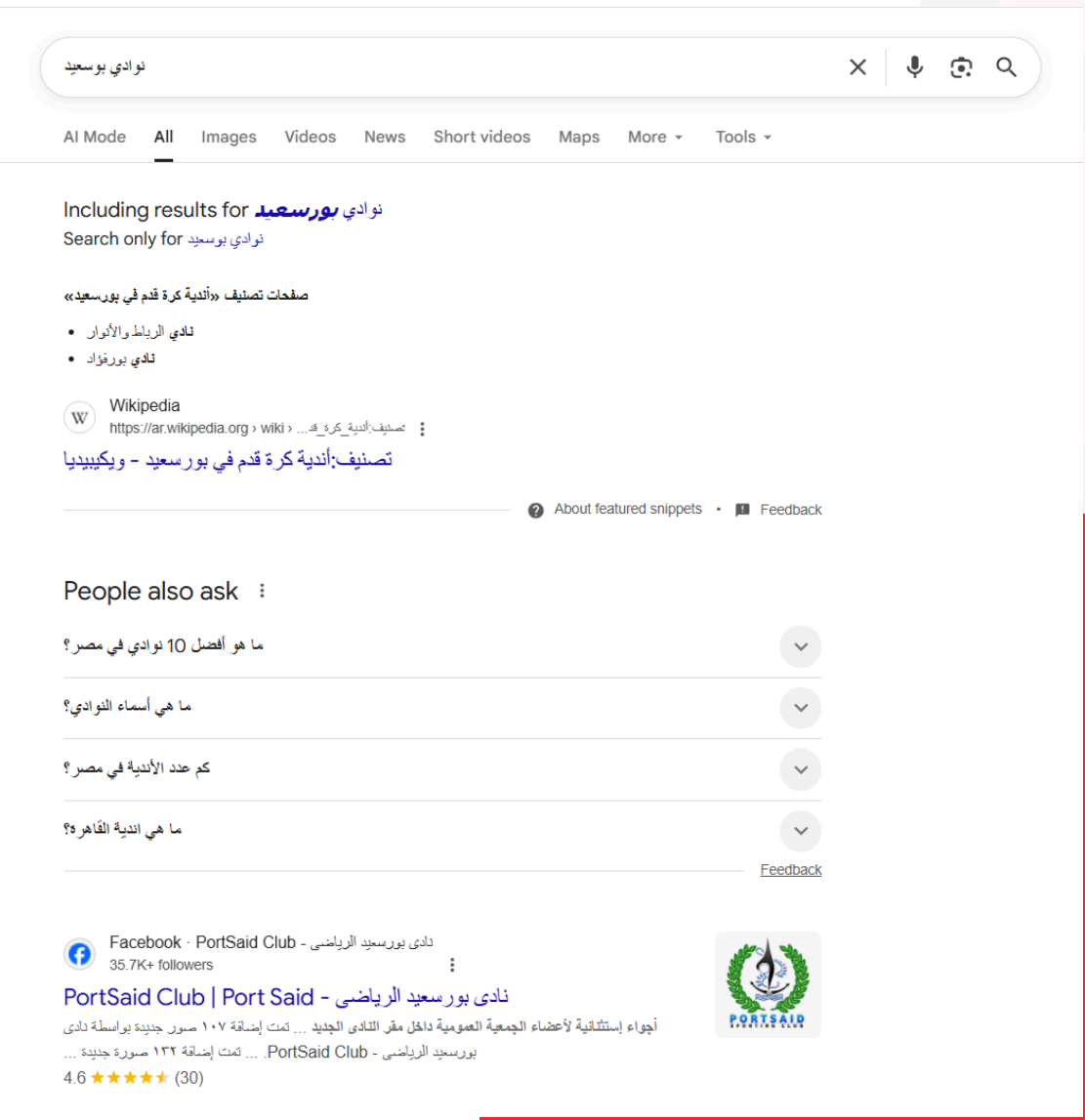
Search Engine Visibility

Weaknesses and Challenges in Search Engine Visibility

When searching for a common term such as “نوادي بورسعيد” to reach potential subscribers, Porto Sporting Clubs currently appears as the 14th result — a relatively low ranking. This allows other clubs to outrank Porto, driving more traffic to competitors.

By improving search engine visibility and implementing effective SEO strategies, Porto Sporting Clubs can strengthen its brand reputation, leading to a significant increase in both sales and profits.

Additionally, hosting major events and tournaments — and ensuring these events are featured on the club’s website or mentioned on partner websites and blogs — will further enhance the club’s overall search engine visibility.



Porto Sporting Clubs

Target Audience

Porto Sporting Clubs' digital marketing strategy is built upon a detailed Target Audience Analysis, which highlights the need to bridge the gap between its current international digital following and its intended core demographic of Egyptian families and young adults. These individuals typically belong to the B, B+, and A socio-economic classes and reside in the four operating areas: Port Said, Minya, North Coast, and Red Sea

Porto Sporting Club

Target Audience

Segments

1. Family-Focused Parent (Segment A/B+):

Age: 35–45 years old.

Characteristics: Financially stable, values a wholesome environment for family recreation, seeks safe facilities for children's sports training and weekend family activities.

Motivations: Providing the best opportunities for their children, safety, convenience, quality, and exclusivity.

Needs: Tailored touchpoints showcasing family events and kids' areas [6, 7].

2. Young Professional Enthusiast (Segment B+/B):

Age: 25–35 years old.

Characteristics: Career-oriented, single or newly married.

Motivations: Values fitness, networking, personal well-being, and socializing with peers at a quality club. Interested in modern sports like padel or gym classes.

Expectations: Seamless digital integration in services (e.g., online booking for classes)

3. Youth Athlete (Segment A/B):

Age: 13–18 years old.

Characteristics: Sports lover with parental decision-makers. Aspires to develop skills in sports academies (e.g., football, swimming).

Parents' Needs: Seek reputable clubs for skill-building and competitions [4].

Motivations: Skills development, competitions, reputable coaching [4, 6].

4. Community Socializer (Segment A):

Age: 45–60 years old.

Characteristics: Established in career, seeking a club for leisure and community belonging. Enjoys group activities (e.g., tennis doubles, social events) and acts as a local influencer via word-of-mouth in elite circles [4].

Porto Sporting Club

Target Audience

Persona

Family-Focused Parent (Segment A/B+)

This segment comprises financially stable parents who prioritize a wholesome environment for family recreation. They seek safe facilities for children's sports training and weekend family activities. Their motivations include providing the best opportunities for their children, ensuring safety, convenience, quality, and exclusivity. They need tailored content showcasing family events and kids' areas

Persona 1: Amina Hassan, The Dedicated Mom

Age: 38 years old | **Location:** Port Said | Part-time graphic designer, managing household.

Characteristics: Financially stable, married with two children (ages 6 and 10). Amina is highly involved in her children's activities and seeks the best opportunities for their physical and social development. She values a secure, clean, and engaging environment where her children can learn sports and interact with other kids. She also appreciates facilities that offer family-friendly social events and opportunities for her own wellness activities, like a women-only gym or group classes.

Motivations: To ensure her children receive top-notch sports training, to find a safe and exclusive club for family outings, and to be part of a community that shares similar values. She wants convenience and a wide range of activities to keep her family engaged year-round.

Digital Habits: Active on Facebook for local news and club updates, also uses Instagram for visual inspiration and family-friendly content. She is digitally savvy and expects seamless online integration for inquiries and event registrations



Porto Sporting Club

Target Audience

Persona

Family-Focused Parent (Segment A/B+)

This segment comprises financially stable parents who prioritize a wholesome environment for family recreation. They seek safe facilities for children's sports training and weekend family activities. Their motivations include providing the best opportunities for their children, ensuring safety, convenience, quality, and exclusivity. They need tailored content showcasing family events and kids' areas

Persona 2: Karim El-Sayed, The Busy Dad

Age: 42 years old | **Location:** Minya | **Successful** business owner.

Characteristics: Financially stable, married with three children (ages 8, 12, and 15). Karim works long hours but dedicates his weekends to family activities and ensuring his children are active and engaged in sports. He looks for a club that offers prestigious sports academies, like football or tennis, to foster his children's athletic talents. He values the convenience of having comprehensive facilities within his residential project and appreciates a premium, well-maintained environment.

Motivations: To provide his children with world-class sports facilities and coaching, to use the club as a "third place" for family bonding and relaxation, and to occasionally engage in sports like padel himself. He seeks exclusivity and quality that reflect his socio-economic status.

Digital Habits: Uses Facebook for important club announcements and event details, as it's a key information hub for locals. He is likely to respond to targeted ads that highlight convenience and family-oriented programs for Minya residents. He might browse YouTube for event highlights or instructional content



Porto Sporting Club

Target Audience

Persona

Young Professional Enthusiast (Segment B+/B)

This segment includes career-oriented individuals, either single or newly married, who value fitness, networking, and personal well-being. They are interested in modern sports like padel or gym classes and expect seamless digital integration in services

Persona 1: Omar Ashraf, The Ambitious Professional

Age: 29 years old | **Location:** Cairo, often visits North Coast on weekends/holidays

Occupation: Marketing Manager.

Characteristics: Single, career-driven, and maintains an active lifestyle. Omar is keenly interested in personal well-being and seeks a club that offers modern fitness facilities, challenging group classes, and opportunities for social interaction and networking. He's an early adopter of new sports trends, like padel, and appreciates a club that's vibrant and offers regular events.

Motivations: To stay fit, de-stress from work, meet new people, and engage in modern sports. He values the aesthetic and premium feel of the club, aligning with his upscale lifestyle. He wants flexible booking options for classes and courts.

Digital Habits: Highly active on Instagram for fitness inspiration, club event updates, and visual content. He is digitally savvy and expects seamless online booking for classes and courts, potentially through an app or user-friendly website. He might follow micro-influencers for fitness tips and club recommendations.



Porto Sporting Club

Target Audience

Persona

Young Professional Enthusiast (Segment B+/B)

This segment includes career-oriented individuals, either single or newly married, who value fitness, networking, and personal well-being. They are interested in modern sports like padel or gym classes and expect seamless digital integration in services

Persona 2: Nour El-Deen, The Social Fitness Seeker

Age: 26 years old | **Location:** Port Said | **Junior** Architect.

Characteristics: Newly married, social, and enjoys being part of a community. Nour loves group fitness classes (Zumba, Pilates) and prefers working out in a motivating, social environment rather than alone. She's keen on finding a club where she and her husband can participate in activities together and expand their social circle. She appreciates a club that organizes social events beyond just sports.

Motivations: To maintain a healthy lifestyle, socialize with peers, and find a welcoming community. She's looking for a club that offers diverse programming and fosters a sense of belonging.

Digital Habits: Uses Instagram for engaging visuals, Stories, and quick updates on classes and social events. She also checks Facebook for more detailed event information and photo albums from club gatherings. She is influenced by social media trends and expects quick responses to online inquiries



Porto Sporting Club

Target Audience

Persona

Youth Athlete (Segment A/B)

This segment consists of sports lovers aged 13–18, whose membership decisions are heavily influenced by their parents. They aspire to develop skills in sports academies (e.g., football, swimming) and their parents seek reputable clubs for skill-building and competitions

Persona 1: Youssef Tarek, The Aspiring Footballer

Age: 14 years old | **Location:** Minya

Characteristics: Passionate about football, dreams of playing professionally. Youssef spends a lot of time training and is looking for a high-quality academy with experienced coaches and modern pitches. His parents are invested in his athletic development and seek a club that offers a clear pathway for competition and skill enhancement. He is competitive and enjoys being part of a team.

Motivations: To improve his football skills, compete in leagues, and potentially gain recognition. He is motivated by success, reputable coaching, and state-of-the-art facilities. The RSC Anderlecht soccer academy partnership would be a major draw for him and his parents.

Digital Habits: Primarily uses TikTok and YouTube for sports highlights, trick shots, and football tutorials. He follows sports influencers and watches event recaps. While his parents manage membership, he uses social media to stay updated on club events, competition schedules, and team news



Porto Sporting Club

Target Audience

Persona

Youth Athlete (Segment A/B)

This segment consists of sports lovers aged 13–18, whose membership decisions are heavily influenced by their parents. They aspire to develop skills in sports academies (e.g., football, swimming) and their parents seek reputable clubs for skill-building and competitions

Persona 2: Leila Ahmed, The Dedicated Swimmer

Age: 16 years old | **Location:** Port Said

Characteristics: Dedicated swimmer, participates in school and local competitions. Leila is focused on improving her technique and endurance. Her parents want a club with excellent swimming facilities, professional coaches, and a track record of producing successful swimmers. She values disciplined training and a supportive environment.

Motivations: To achieve personal bests, win competitions, and potentially join a national team. She is driven by high-quality training and the opportunity to compete at various levels.

Digital Habits: Active on Instagram for following other athletes and sports content. She might look for YouTube videos on swimming techniques or event highlights. Her parents, who are the decision-makers, would use Facebook for official announcements and club schedules. She would be interested in interactive Instagram Stories showcasing swimming academies or events



Porto Sporting Club

Target Audience

Persona

Community Socializer (Segment A)

This segment consists of established professionals seeking a club for leisure and community belonging. They enjoy group activities and often act as local influencers through word-of-mouth in their elite circles

Persona 1: Dr. Hoda Mansour, The Established Networker

Age: 52 years old | **Location:** Cairo (with a summer home in North Coast)

Occupation: University Professor.

Characteristics: Established in her career, financially secure, and values a refined social environment. Dr. Hoda enjoys tennis doubles, bridge games, and attending cultural events. She sees the club as a hub for socializing with peers and expanding her professional network. She appreciates quality dining options and well-maintained social spaces.

Motivations: To maintain an active social life, engage in sophisticated leisure activities, and be part of an exclusive community. She values the club's prestige and the opportunities it offers for elegant social gatherings.

Digital Habits: Uses Facebook to stay informed about club events and cultural activities, as well as to connect with friends and other members. She might check LinkedIn for corporate news or partnerships related to the club, as it serves a professional audience. She appreciates clear, well-structured information



Porto Sporting Club

Target Audience

Persona

Community Socializer (Segment A)

This segment consists of established professionals seeking a club for leisure and community belonging. They enjoy group activities and often act as local influencers through word-of-mouth in their elite circles

Persona 2: Mr. Sherif Kamal, The Leisure Seeker

Age: 58 years old | **Location:** Ain Sokhna area (owns a vacation home in Porto Sokhna) | **Occupation:** Retired engineer, now a consultant.

Characteristics: Enjoys a relaxed lifestyle post-retirement, often spends weekends and holidays at his vacation home. Mr. Sherif is interested in light sports like golf or swimming, and values the convenience of high-quality facilities directly linked to his resort community. He appreciates a club that offers a tranquil escape but also provides opportunities for social interaction and engaging activities with fellow vacation home owners.

Motivations: To enjoy a premium leisure experience by the sea, participate in casual sports, and connect with other members in a relaxed setting. He values convenience, exclusive amenities, and activities that complement his resort lifestyle.

Digital Habits: He might check Facebook for updates on events or new offerings at the Red Sea club. He would appreciate emails or WhatsApp messages with updates on activities at Porto Sokhna. He relies on consistent and reliable information to plan his leisure time.



Porto Sporting Clubs

Machine Learning Model Outputs

This section presents how MassHeads leverages machine learning to extract actionable insights from Porto Sporting Clubs' digital data. By analyzing engagement patterns, audience behavior, and campaign performance, our models identify the highest-value segments, predict content success, and recommend optimal posting schedules and ad targeting. These outputs transform raw data into practical strategies that improve conversion, retention, and ROI — allowing Porto Sporting Clubs to make faster, evidence-based marketing decisions.

Porto Sporting Club

Machine Learning Model

How it Works

Before we dive into the marketing strategy and action plan, it's essential to first review the results produced by our machine learning model. This step allows us to clearly understand the patterns, trends, and insights uncovered from the data provided. For this project, Porto Sporting Club supplied valuable data sources — including Facebook and Instagram insights — which form the backbone of our analysis.

Our machine learning model has been custom-built specifically for your organization. Rather than relying on generic templates, it is designed to interpret your unique data, highlight actionable opportunities, and identify potential areas for improvement. This ensures that the marketing strategy we create is fully aligned with your objectives and audience behavior.

By analyzing this data-driven intelligence, we are able to develop a highly targeted and well-structured marketing plan. It not only reflects your current performance but also provides a roadmap for growth, engagement, and measurable results.

With that in mind, let's take a closer look at the insights and findings our model has generated to guide the next steps of our marketing strategy.

Porto Sporting Club

Machine Learning Model

Facebook

KPI Tree & Ratios (System Performance Overview)

We calculate both per-view and per-reach rates to optimize for different objectives such as traffic and growth. Below is a detailed breakdown for Facebook (90 days):

Metric	Formula	Calculation	Result
Views per Reach (VPR)	Views ÷ Reach	7,018,632 ÷ 1,632,605	≈ 4.30
Engagement Rate per Views (ERv)	Engagements ÷ Views	14,591 ÷ 7,018,632	≈ 0.21%
Engagement Rate per Reach (ERr)	Engagements ÷ Reach	14,591 ÷ 1,632,605	≈ 0.89%
Click-Through Rate per Views (CTRv)	Clicks ÷ Views	36,073 ÷ 7,018,632	≈ 0.51%
Click-Through Rate per Reach (CTRr)	Clicks ÷ Reach	36,073 ÷ 1,632,605	≈ 2.21%
Visit Rate per Views	Visits ÷ Views	76,288 ÷ 7,018,632	≈ 1.09%
Follows per Views	Follows ÷ Views	1,655 ÷ 7,018,632	≈ 0.024% (≈ 23.6 follows per 100K views)
Follows per Reach	Follows ÷ Reach	— (given directly)	≈ 0.10% (≈ 10 follows per 10K reach)
Retention (3 sec / Views)	3-sec Views ÷ Total Views	— (given directly)	≈ 4.15%
Retention (1 min / Views)	1-min Views ÷ Total Views	— (given directly)	≈ 0.048%

Interpretation

- **Traffic Engine:** Facebook behaves mainly as a traffic engine with strong click-through rates and visit volumes, largely driven by ads (93.6% of the source).
- **Community Growth:** Follows per view and per reach are relatively low, showing limited community growth relative to exposure.
- **Retention:** Most views are very short; retention beyond 3 seconds drops significantly.
- **Optimization Focus:** To improve results, we should enhance hooks, improve watch-through performance, and tailor content toward deeper engagement rather than solely traffic.

Porto Sporting Club

Machine Learning Model

Instagram

KPI Tree & Ratios (Instagram – 90 Days)

We calculate per-view and per-reach rates to optimize for different objectives such as traffic and growth. Below is a detailed breakdown for Instagram (90 days):

Metric	Formula	Calculation	Result / Insight
Views per Reach (VPR)	Views ÷ Reach	941,413 ÷ 182,421	≈ 5.16 (higher than Facebook)
Engagement Rate per Views (ERv)	Engagements ÷ Views	5,406 ÷ 941,413	≈ 0.57%
Engagement Rate per Reach (ERr)	Engagements ÷ Reach	5,406 ÷ 182,421	≈ 2.96%
Click-Through Rate per Views (CTRv)	Clicks ÷ Views	390 ÷ 941,413	≈ 0.041%
Click-Through Rate per Reach (CTRr)	Clicks ÷ Reach	— (given directly)	≈ 0.21% (≈ 12.9× lower than Facebook)
Visit Rate per Views	Visits ÷ Views	— (given directly)	≈ 1.06% (similar to Facebook)
Follows per Views	Follows ÷ Views	— (given directly)	≈ 0.21% (≈ 210 follows per 100K views, ~9× Facebook)
Follows per Reach	Follows ÷ Reach	— (given directly)	≈ 1.08% (≈ 108 follows per 10K reach, ~10.7× Facebook)
Stories Repeat Exposure	Story Views ÷ Story Reach	268,900 ÷ 20,600	≈ 13.1 views per reached account (strong repeat exposure)
Metric	Formula	Calculation	Result / Insight

Interpretation

- **Community Growth & Engagement:** Instagram acts as a powerful community growth and engagement engine, showing much higher engagement rates and follows per reach than Facebook.
- **Click-Out Weakness:** Click-through rates are relatively low compared to Facebook, indicating weaker direct traffic potential.
- **Organic Reach Strength:** Approximately 78.8% of views are organic, which is healthy and cheaper to scale with consistent content creation.
- **Stories Impact:** Stories achieve a strong repeat exposure rate (~13.1 views per reached account), indicating high ongoing interest from the audience.

Porto Sporting Club

Machine Learning Model

Format & Content Patterns

Facebook	
Aspect	Details
Where Views Come From	Links (2.92M) + Reels (1.77M) + Videos (1.38M) = ~86% of all video views.
Who Drives Interactions	Stories (4,879) & Reels (2,942) lead in engagement.
Posting Mix (90 Days)	Stories 117, Photos 51, Reels 31, Videos 9 → a Story-heavy approach, but Reels are the scalable reach unit (many exceeding 100K+ views; best post ~981K).
Creative Cues from Top Posts	Fast-paced event recaps, clear sports action, “big moments” (awards/celebrations), music/lighting, brand scene-setting.

Instagram	
Aspect	Details
Top Posts by Views	Include a huge outlier (8.7M) and several 100K–300K Reels → hooked, event-centric Reels can spike reach.
Interactions by Media Type	Reels significantly outperform Photos in engagement (Posts tab data).
Stories Performance	Stories deliver frequent, light-touch reach (2–3K/story at the top), useful for frequency & retention around tournaments and academies.

Porto Sporting Club

Machine Learning Model

Platform Strengths – Quantified

Goal / Metric	Facebook	Instagram
Traffic (clicks per 100K views)	514	41
Engagement (interactions per 100K views)	208	574
Community Growth (follows per 10K reach)	10	108
Organic Leverage	Weak (6.4% of views)	Strong (78.8% of views)
Paid Scale	Excellent (93.6% of views)	Useful but smaller

Takeaway

- **Facebook:** We should leverage Facebook for conversion and paid reach/traffic, given its high click-through volume and robust paid scaling.
- **Instagram:** We should use Instagram for organic reach, engagement, and follower growth, then push users to DMs, WhatsApp, or booking using native CTAs and link stickers.

Porto Sporting Club

Machine Learning Model

Risks & Gaps

Area	Details / Impact
Instagram Audience Contamination	Large shares from India/Brazil compared to Egypt lower relevance, increase churn, and confuse the algorithm.
Instagram Churn Spike (Aug-Sep)	Net negative follower change, likely due to foreign audience, off-topic posts, or frequency waves.
Low Retention on Facebook Videos	3-sec retention \approx 4.15%, 1-min retention \approx 0.05% \rightarrow hooks & narrative structure need major improvement.
Messaging Response Rate	Only 54% \rightarrow leaks leads and weakens conversion potential.
Orders Created	0 in the dashboard \rightarrow no proper conversion tracking to revenue KPIs.

What-If Levers (Quantified Upside at Current View Levels)

Lever	Current Rate
Facebook CTR +20%	0.51%
Instagram CTR x2	0.041%
Instagram Follows/Reach +25%	1.08%
Lever	Current Rate

Best ROI Actions

- For Sales/Traffic: Fix Facebook hooks, improve CTR, and enhance landing experience.
- For Community: Clean Instagram audience and double down on event-driven Reels.

Porto Sporting Club

Tracking & Operations (Weeks 1–2)

Baby Steps to Start

Hard Conversions	Define clear conversions: academy trial signup, pitch booking, membership inquiry, event ticket purchase.	N/A
Tracking Setup	Implement Meta Pixel + CAPI on all booking/lead pages.	All key pages tracked
UTMs	Add UTMs to every link; use Link Stickers on Instagram and Website/Tickets on Facebook.	100% of outbound links tagged
Event Mapping	Track funnel: View → Add to Cart/Initiate → Lead/Order.	Complete event map
Inbox SLA	Maintain >85% response rate in <1 hour using quick replies + FAQ packs per sport; assign ownership per time slot.	≥85% responses <1h
Instagram Audience Cleanup	Pause broad boosts; stop geography-agnostic giveaways; run Egypt-only reach campaigns for 2–3 weeks; retarget engagers; use mute/removal tools for obvious bots.	IG reach share from Egypt rising week-over-week
Success by Week 2	Orders/leads tracked; response ≥85%; IG reach share from Egypt rising.	Achieve all three metrics

Porto Sporting Club

Content System (Weeks 1–8)

Baby Steps to Start

Editorial Lane

Event Hype → Live → Recap

Academy & Tryouts

Members' Moments (UGC)

Facilities & Offers

Community Heroes

Focus / Examples

Showcase biggest winners today; push excitement before/during/after events.

Kids/parents value proposition, schedule, coach spotlights.

Padel champs, beach games, alumni highlights.

Promote pitches, courts, packages; “book this weekend.”

Feature staff, volunteers, and rising athletes.

Reels Recipe (30–45s)

- 0–2s Hook: score, cheer, trophy, reveal.
- Fast Cuts: 0.5–0.8s + captions.
- One Job per Reel: hype / invite / recap / tip.
- End Card CTA: “DM ‘TRYOUT’ for slots,” “Book court ↗,” “Tap link for tickets.”

Stories Cadence

- Daily highlights, polls (sport preferences), countdowns to matches.
- Link Sticker to booking pages.



Porto Sporting Club

Content System (Weeks 1–8)

Baby Steps to Start

Content Volume

Content Type	Facebook	Instagram	Frequency
Reels	4–6	4–6	Event-first when possible
Stories	—	—	35–50 per week clustered around match days
Photos/Carousels	—	—	2–3 per week (winners, squads,

Platform	Objective Split
Facebook	60% Traffic/Leads to booking/lead forms; 40% Reels reach.
Instagram	70% Engagement/Reach (Reels) to Egypt only; 30% Messages (DM).

Targeting

- Geo Tiers: Port Said (core), Cairo & Alex (expansion), coastal cities for seasonal events.
- Age/Gender: 18–44 with male 60% skew for performance campaigns; test women-led creatives for families & kids academies.
- Interests: football, padel, basketball, volleyball, horse riding, fitness, music festivals.



Porto Sporting Clubs

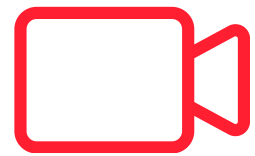
Marketing Action Plan

The Digital Marketing Action Plan is the cornerstone of Porto Sporting Clubs' overarching digital marketing strategy, meticulously designed to transform its current digital presence into a highly effective tool for brand growth and community engagement in Egypt. This comprehensive roadmap directly addresses the weaknesses identified in a prior digital audit, particularly the "unclear positioning," "weak CTAs," and "audience mismatch" observed on platforms like Instagram

Porto Sporting Club

Content Pillars

Main Focus



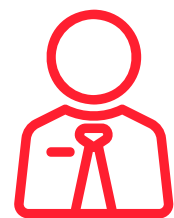
Video-first Feeds and Reels

This pillar prioritizes dynamic visual content such as club tour videos, event recaps, and family fun montages, as video dramatically outperforms static content in engagement



User-Generated Content (UGC) and Reviews

Leveraging authentic members photos, videos, and testimonials (including TikTok duets and shared stories) helps build trust and turn satisfied customers into brand advocates. Guests will be encouraged to leave star reviews



Employees-Generated Content (EGC) and Account Take Overs

Leveraging authentic employee photos, videos, and testimonials (including behind-the-scenes clips, day-in-the-life content, and shared stories) helps humanize the brand and build trust. Team members are encouraged to share their experiences and perspectives, turning employees into powerful brand advocates



Family Moments

Photos and short videos depicting families playing games on the beach or kids at playgrounds, emphasizing emotional storytelling around "Moments that matter"



Offer-based Posts

Graphic posts highlighting limited-time deals, with clear Calls to Action (CTAs)

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Overview

Focus on auditing existing channels, establishing consistent brand messaging and content calendars, and introducing localized Arabic content to correct the audience mix. Specific actions include rolling out a refreshed visual style and Arabic/Egyptian dialect captions on Instagram, optimizing Facebook page info, launching TikTok, and setting up YouTube channel branding. Campaigns like "Porto Family Stories" on Instagram and New Year promotions on Facebook will be introduced

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Establishing a Clear and Consistent Brand Message

The action plan emphasizes the need to establish a clear and consistent brand message across all channels that differentiates Porto Sporting Clubs. The core unique value proposition to be highlighted is that Porto clubs bring a world-class sports and family leisure experience to its city or resort locations. Key themes to be consistently woven into all communications include:

"Future champions, close to home": This message emphasizes the availability of high-quality academies and professional coaching (such as the partnership with RSC Anderlecht soccer academy) directly in cities like Port Said and Minya. This aims to appeal to parents who desire top-tier training for their children without the need to travel to Cairo.

Resort Lifestyle: Porto Sporting Club is to be positioned as more than just a gym, offering a full lifestyle experience with amenities like pools, spas, and beach access in its resort branches, alongside social events. Taglines such as "Vacation all year" or "Your getaway in your hometown" are suggested for Port Said/Minya, while "Your second home by the sea" is proposed for coastal locations like Sokhna/North Coast. This leverages the club's integration within Amer Group's upscale real estate communities.

Family & Community: The messaging should reinforce the idea of the clubs as community hubs by showcasing family moments and member stories. A possible tagline is "Where Egypt's sporting family gathers", underlining belonging and social interaction. This directly addresses the need to provide a comprehensive social and family environment that integrates the best of traditional clubs with modern facilities.

Health & Wellness: Messaging will highlight health benefits, with phrases like "Invest in your health with a Porto Club membership – fitness, sports, and fun under one roof". This aligns with the rising health consciousness and demand for wellness programs in the Egyptian market.

Amer Group Quality: Subtle cues should consistently remind the audience that Porto is a trusted, premium offering backed by Amer Group

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Crafting Calls-to-Action (CTAs)

To combat the issue of low conversions and ineffective CTAs, a standardized CTAs framework will be implemented, defining 2-3 calls-to-action for repeated use.

For awareness posts: Suggested CTAs include "Learn more via the link in bio" or "Message us to schedule a club tour".

For conversion-oriented posts: Examples are "Call 19XXX to join Porto Sporting Club" or "Send us a WhatsApp to inquire about membership".

For event posts: The CTA could be "Mark your calendar and join us – open to members and guests! RSVP now

Localization: A critical aspect is that these CTAs, or similar variations, will be presented in Arabic for local appeal (e.g., «اتصل بنا على ... لمعرفة تفاصيل الاشتراك» alongside English). This aligns with the overall "Arabic-first content approach" to maximize reach and relatability with the Egyptian target audience.

Consistency and Training: The consistent use of these CTAs is designed to "train followers on the next step and reduce the drop-off of interest". By repeatedly guiding users, the club aims to make the desired action clear and habitual.

Platform Integration:

All platform bios (e.g., Instagram) will be updated to include a concise CTA, such as "Building future champions in Port Said, Minya, North Coast, Red Sea. Join our family – WhatsApp us now [phone emoji] +20xxxx



Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Platform-Specific Strategies

Instagram Strategy: Flagship for Visual Storytelling and Youth Engagement

Positioning: Instagram is designated as the primary platform for visual storytelling and engaging youth (18-34 years old) and parents of young athletes. Content Mix & Frequency: The strategy mandates a shift to Egypt-centric content with Arabic or bilingual captions (starting in Arabic).

4 Posts/
Week

5 Reels/
Week

3 Carousels/
Week

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Platform-Specific Strategies

Facebook Strategy: Information Hub and Community Building for Families

Positioning: Facebook targets a slightly older and family-oriented demographic (30-50 years old), serving as a key information hub and for community building. It has a predominantly local Egyptian audience and effectively drives web traffic.

3-5
posts/Week

5 Reels/
Week

Facebook Events: Utilize for every event (tournaments, open days, movie nights) to boost local discoverability.

Photo Albums: Post after events (e.g., "50 photos from the Summer Padel Tournament – tag yourself!") to encourage engagement and sharing, showcasing the vibrant community.

Long-form Posts: Occasional posts highlighting member success stories or staff introductions (e.g., "Meet Ahmed, our first Porto Said member to compete nationally in tennis").

Groups/Community: Create a "Porto Sporting Club Members" Facebook Group (for all or separate branches) for members to discuss, arrange carpools, and share ideas, moderated by the marketing team

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Platform-Specific Strategies

Tiktok Strategy: Fun, Raw, and Trendy

The plan emphasizes that TikTok content should be "fun, raw, and trendy – don't just reuse polished Insta reels". This approach is crucial for resonating with the platform's native audience. Specific content ideas include:

1-3
Tiktoks/ Week

Tactic	Description
Trending Challenges	Encourage participation in trending fitness or trick-shot challenges at the club, involving young members or trainers. Example: “#PortoNewChallenge” in January 2026 featuring a simple fitness move users can replicate, with branded gym kits as incentives.
Fast-Cut Facility/Activity Tours	Quick, dynamic videos showing club amenities (e.g., “Come horseback riding with us in 15s!” at the stables and equestrian academy) designed to go viral among local enthusiasts.
Humor and Memes	Use Egyptian TikTok memes with a club twist. Examples: “When you try to diet during Porto Club buffet day” or Ramadan-themed skits like “Types of people working out during Ramadan.”
Collaborations with Creators	Invite popular TikTok sports content creators or local micro-influencers to film content at the club (often free of charge). This leverages their reach to attract young local audiences and increases authenticity.
Localized Hashtags	Use Egypt-specific hashtags such as #المنيا, #بورسعيد, #نادي_بورثو, #رياضة, alongside generic ones like #EgyptTikTok to ensure content reaches local users.
Viral Moment Capture	Equip staff to capture and upload TikTok-worthy moments in near real-time during major events (e.g., spectacular goals or cheering crowds) to capitalize on excitement and potentially go viral.

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Platform-Specific Strategies

Youtube: Documentation and Video Archive

The channel will be organized with playlists for each content type (Events, Academies, Testimonials). Video titles and descriptions will be optimized using local SEO keywords in both Arabic and English (e.g., "Padel Tournament in North Coast Egypt – Porto Sporting Club Highlights") to attract search traffic

3 Youtube
Shorts/ Week

2 Youtube
Vids/ Month

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Platform-Specific Strategies

LinkedIn: partnerships and corporate membership deals

LinkedIn focuses on a professional, B2B audience. This strategy directly supports broader strategic recommendations for Porto Sporting Clubs, such as "Leverage Amer Ecosystem" and pursue "International Partnerships". By building credibility and strong professional networks through LinkedIn and PR,

1 *Case Study/
Month*

2 *LinkedIn
Posts/ Month*

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Sample Content Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 <div>P * * R *</div>	2 <div>D * * C *</div>	3 <div>R * * P #</div>	4 <div>R * L * R</div>	5 <div>* * R * * *</div> <div>* * * *</div>	6 <div>* * R * * *</div> <div>* * * *</div>
7 <div>P * * O *</div>	8 <div>P * * R *</div>	9 <div>D * * C *</div>	10 <div>R * * P #</div>	11 <div>R * L * R</div>	12 <div>* * R * * *</div> <div>* * * *</div>	13 <div>* * R * * *</div> <div>* * * *</div>
14 <div>P * * O *</div>	15 <div>P * * R *</div>	16 <div>D * * C *</div>	17 <div>R * * P #</div>	18 <div>R * L * R</div>	19 <div>* * R * * *</div> <div>* * * *</div>	20 <div>* * R * * *</div> <div>* * * *</div>
21 <div>P * * O *</div>	22 <div>P * * R *</div>	23 <div>D * * C *</div>	24 <div>R * * P #</div>	25 <div>R * L * R</div>	26 <div>* * R * * *</div> <div>* * * *</div>	27 <div>* * R * * *</div> <div>* * * *</div>
28 <div>P * * O *</div>	29 <div>P * * R *</div>	30 <div>D * * C *</div>	1 <div>R * * P #</div>	2 <div>R * L * R</div>	3 <div>* * R * * *</div> <div>* * * *</div>	4 <div>* * R * * *</div> <div>* * * *</div>

Legend

- R – Reel
- P – Photo
- C – Carousel
- D – Design
- O – Offer
- L – Livestream
- * – Photographic Story
- # – Animated Story

The Up to down sequence
represnts time of the day



Porto Sporting Clubs

Collaborations and Partnerships

This section outlines our strategy to build impactful collaborations and partnerships that amplify Porto Sporting Clubs' reach and credibility. By working with relevant brands, community organizations, and carefully selected influencers, we aim to showcase the club's facilities, programs, and events to new audiences. These partnerships will drive awareness, create authentic user-generated content, and position Porto Sporting Clubs as the premier destination for sports, wellness, and family-friendly activities in Egypt.

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Partnerships Initiatives

Collaborations with Institutions and Organizations

Schools: Partner with local schools to host sports days or PE sessions, or run a "Porto Juniors" program with student discounts. In return, schools can circulate club brochures or feature Porto in newsletters, efficiently tapping into family networks.

Sports Federations & Clubs: Collaborate with regional federations (e.g., swimming, tennis) or leagues by offering Porto's venues for official tournaments or training camps. This links Porto with credible sports development and can generate media coverage and valuable backlinks for SEO. An example is the club hosting the African Rowing Championship.

Corporate and Community Organizations: Partner with large local companies for "wellness days" or invite community groups (e.g., running clubs like Night Runners Egypt) to use Porto as a meetup spot. These collaborations expose new audiences to the facilities and foster word-of-mouth. The Porto Golf Summer Race by Night Runners is cited as a successful example to replicate

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Partnerships Initiatives

Sample Activation Ideas

"Fit Fridays with [Fitness Influencer]":

A popular Instagrammer leads a free weekly workout at Porto, attracting followers to the club.

"School Sports Carnival":

Porto sponsors a local school's sports day, hosting it at the club, gaining goodwill and awareness among parents.

"Moms of Cairo Meetup":

Collaborating with a popular Facebook group for mothers to host a meetup at Porto, providing kids' play area supervision and promoting children's programs.



Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Partnerships Initiatives

Influencer Tiers and Roles

The plan categorizes influencers into tiers, each with specific roles and engagement strategies

1. Local Micro-Influencers:

Content creators in specific cities/regions (e.g., Port Said, Minya, North Coast) with follower counts ranging from a few thousand to ~20k. They focus on niches like fitness, parenting, or lifestyle.

Benefit: They have "very engaged local followings" and are "cost-effective or even willing to collaborate for free access". Their content is seen as authentic, much like scaled word-of-mouth.

Role: Invite them for club trials or events to share genuine experiences. For example, a Port Said food vlogger could try the club's restaurant, or a local football YouTuber could play on Porto's field with kids. During summer, collaborating with Cairo lifestyle influencers vacationing on the North Coast is suggested.

Example Content: Authentic reviews in Arabic, like «...جربت نادي بورتو الرياضي في بورسعيد ودي كانت تجربتي» ("I tried Porto Sporting Club in Port Said and here's my experience")

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Partnerships Initiatives

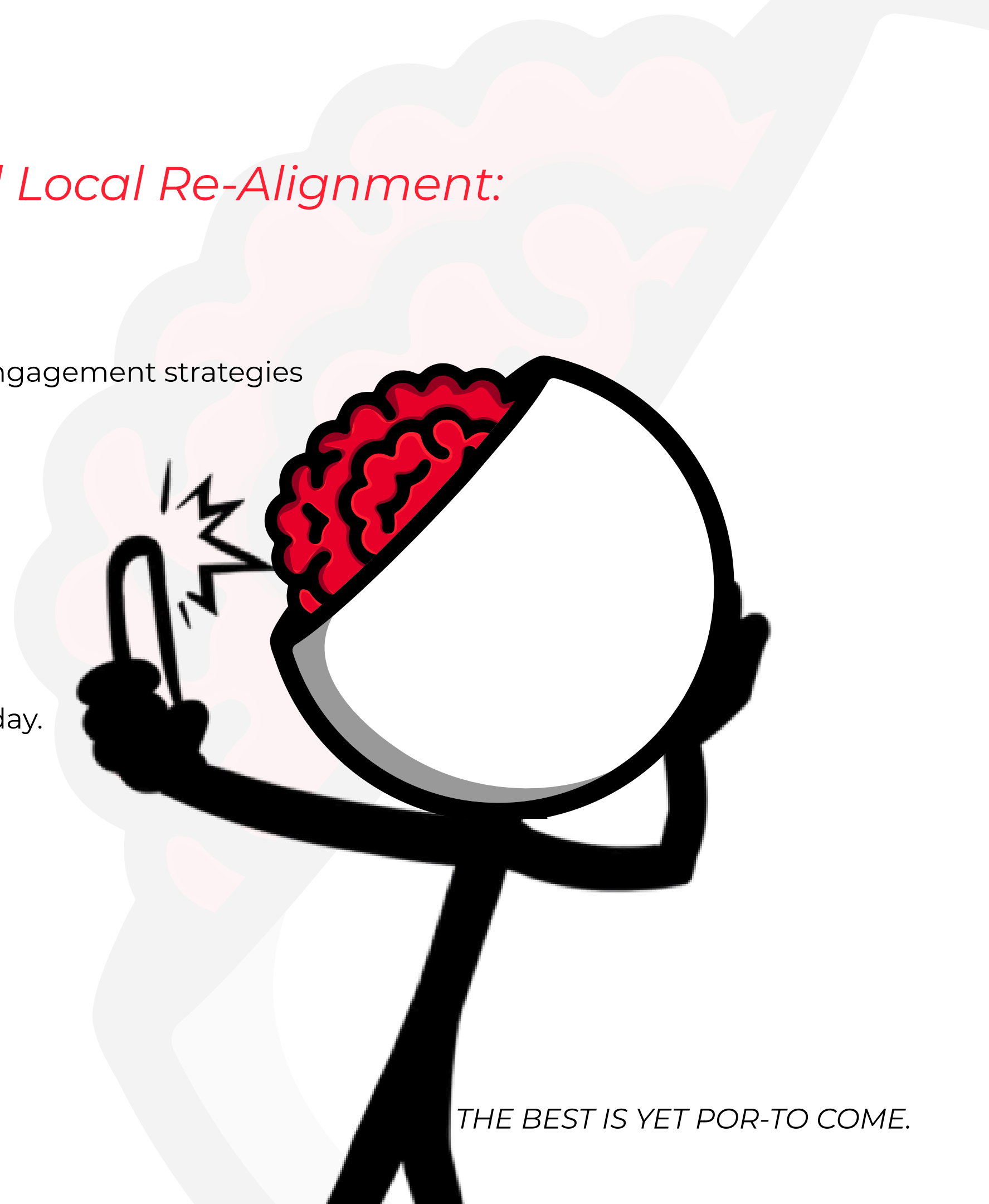
Influencer Tiers and Roles

The plan categorizes influencers into tiers, each with specific roles and engagement strategies

2. Mid-Tier Sports & Fitness Influencers:

Well-known coaches, former athletes, or fitness YouTubers/Instagrammers in Egypt with 20k–100k followers, possessing credibility in sports/health topics.

Role: Partner with them for special content, such as an Instagram Live workout from the club's gym or a "train with the champion" day. Their endorsement ("If Coach X uses Porto's track, it must be top-notch") attracts aspiring athletes and adds authority to the club's facilities



Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Partnerships Initiatives

Influencer Tiers and Roles

The plan categorizes influencers into tiers, each with specific roles and engagement strategies

3. Family/Kids Content Creators:

Influencers focused on family-oriented content, like popular kids' activities pages or family vloggers.

Role: Have them showcase Porto's family aspects, perhaps by vlogging a day at the club with their children, highlighting safety and fun. This directly appeals to the "Family-Focused Parent" persona

4. Public Figures or Celebrities (Selective):

High-profile individuals like regional sports stars (e.g., an Olympic medalist or famous footballer) or actors.

Role: Used sparingly for marquee events or campaigns to "spike reach" and boost visibility and press coverage. An example includes inviting a retired Egyptian football star to host a one-day clinic. The presence of celebrities like Mohamed Ramadan at Porto Golf concerts has already been leveraged to increase footfall and social media buzz.

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Partnerships Initiatives

Engagement and Deliverables with Influencers

The plan categorizes influencers into tiers, each with specific roles and engagement strategies

Offer Value: Collaborations should be mutually beneficial. Micro-influencers might receive free club access or exclusive event invites. Mid-tier influencers may require a fee or a 6-month membership.

Authenticity over Restriction: Keep interactions casual to encourage genuine sharing. Provide key messages but allow influencers to retain their unique voice.

Clear Deliverables: For mid-tier influencers, structured deliverables like a dedicated video review and specific numbers of Instagram posts are expected.

Influencer Takeovers: A "social media takeover" (e.g., an influencer managing Porto's Instagram Stories for a day) can provide a fresh perspective and spike story views, drawing the influencer's followers to Porto's account

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Conclusion

The Conclusion provides a comprehensive overview of the anticipated outcomes and the strategic vision for the club's digital future, directly addressing the weaknesses identified in the preceding digital marketing audit. This concluding section underscores the transformative impact expected from the integrated strategies, aiming to cement Porto Sporting Clubs as a premier brand in its regions.

Expected Shift in Digital Profile

Porto Sporting Clubs anticipates a "significant shift in their digital profile". This transformation is expected to yield:

A growing base of engaged, local followers, effectively correcting the initial problem of an international audience skew and "wasted reach".

More consistent branding, resolving the previous issues of unclear positioning and sporadic messaging.

Improved conversion from online interest to on-ground participation, tackling the audit's findings of high impressions but low actionable outcomes, such as low link clicks and lead generation.

The plan's ultimate goal is for Porto Sporting Clubs' digital platforms to be not only larger but also "vibrant, locally rooted, and effectively funneling online enthusiasm into real-world growth," thereby fulfilling the club's mission of "building generations of future champions" both online and offline.

Porto Sporting Club

Q4 2025 (Oct – Dec 2025) – Foundation and Local Re-Alignment:

Concolusion

The Conclusion provides a comprehensive overview of the anticipated outcomes and the strategic vision for the club's digital future, directly addressing the weaknesses identified in the preceding digital marketing audit. This concluding section underscores the transformative impact expected from the integrated strategies, aiming to cement Porto Sporting Clubs as a premier brand in its regions

Key Metrics and Milestones to Monitor

Growth in Egyptian Followers	Track overall growth in local followers, especially in Port Said and Minya, and monitor the proportion of Egyptian followers on major platforms over time.
Engagement Rate Improvements	Monitor engagement rates on posts and stories, focusing on content featuring actual members and the local community to achieve consistent, sustained interaction levels.
Higher Link Clicks and Inquiries	Track link clicks, DM inquiries, and website visits from social media to measure month-on-month increases and identify seasonal peaks and sustained post-event traffic.
Membership Leads Generated Online	Track the volume of membership requests and sign-ups originating from social media, and monitor awareness in target regions through social mentions and event attendance.

Porto Sporting Club

KPIs: Test in Q4, Scale in 2026

In Phase 1, our priority is to establish a clean baseline and prove the shift we can create in Egyptian reach, click-through rates, follower retention, and response speed. This phase gives us the real numbers that management can trust.

In Phase 2, we'll use those results to set full 2026 KPIs tied directly to your business outcomes — academy trials, membership sign-ups, and ROI on ad spend. This phased approach means by January, Porto will have a proven roadmap to grow leads and community with confidence.

Instead of aiming at arbitrary targets, we'll be able to walk into 2026 with evidence-based KPIs and a clear understanding of what content and calls-to-action deliver the strongest results.

Porto Sporting Club

Social Listening & Escalation Workflow

Porto Team Role – Sales & Community (Moderation & Response)

- Direct Engagement: Porto staff reply to flagged comments, DMs, and reviews using brand voice and internal policies.
- Resolution Ownership: Handle sensitive issues (membership disputes, complaints) within defined service-level agreements.
- Feedback Loop: Update MassHeads on resolved issues so dashboards reflect closure.

Joint Action – Guidelines & Playbooks

- Escalation Tiers:
 - Tier 1: Routine queries → automated or templated reply from Porto.
 - Tier 2: Complaints/negative feedback → Porto team responds within X hours; MassHeads tracks sentiment shift.
 - Tier 3: Crisis/viral issue → escalate to senior management immediately; coordinate joint statement if needed.
- Playbook Provision: MassHeads provides a “Response Guidelines Pack” in Arabic and English with tone-of-voice, sample replies, and do/don’t lists.

Our Role – MassHeads (Monitoring & Intelligence)

- Real-Time Social Listening: Monitor all major platforms (Facebook, Instagram, TikTok, Google My Business, YouTube comments).
- Sentiment Tracking: Identify positive/negative spikes; tag recurring topics or complaints (e.g., Port Said facility, pricing, event organization).
- Alerts & Dashboards: Immediate notifications to Porto team when high-risk comments or sensitive mentions appear.
- Weekly Reporting: Summarized trends (topics, sentiment charts, notable comments) with recommendations for proactive posts.

Benefits of This Split Model

- No Missed Issues: MassHeads is always scanning; Porto team retains control over direct responses.
- Faster Reaction Time: Alerts + playbooks mean staff respond correctly first time.
- Consistent Brand Voice: All replies adhere to approved tone and CTAs.
- Transparency: Both teams see the same data; no surprises in management meetings.



Porto Sporting Clubs

Recommendations

Recommendations

Digital Solutions

OUTSIDE PROPOSED SCOPE

Porto Rewards – Loyalty Program

**Massheads Offer their Services in this scope*

The Challenge

- Members and visitors book sessions, academies, or events ad-hoc → Porto Sporting Clubs loses long-term retention opportunities.
- Limited repeat engagement due to lack of structured incentives for families, athletes, and guests.

Our Recommendation

Launch a Porto Club Rewards Program to build loyalty and drive ongoing participation:

- Points for Activities & Memberships: Earn points on academy sessions, sports events, F&B, merchandise, and family activities.
- Tiered Memberships: Bronze, Silver, Gold, Platinum with increasing perks (free guest passes, early booking windows, exclusive training sessions).
- Exclusive Offers: Discounts on tournaments, wellness services, and seasonal packages.
- Mobile App Integration: Book courts, redeem points, track progress, and receive push notifications about events and rewards.

The Impact

- ✓ Increase Retention: Turn one-time visitors into repeat members and long-term athletes.
- ✓ Boost Direct Participation: Reduce reliance on third-party booking channels and improve profit margins.
- ✓ Data Capture for Marketing: Build a robust member database to personalize offers and communications.
- ✓ Strengthen Community: Reward loyal families, athletes, and partners, reinforcing Porto Sporting Clubs' brand reputation and trust.

Recommendations

Digital Solutions

AR / VR Club Experience

**Massheads Offer their Services in this scope*

The Challenge

- Prospective members and guests rely only on static photos or word-of-mouth before booking training sessions, tournaments, or club visits.
- Limited ability to showcase Porto Sporting Clubs' unique facilities, programs, and atmosphere online.

Our Recommendation

Introduce Virtual Club Tours using AR/VR technology:

- 360° Virtual Tours: Explore clubhouses, courts, gyms, swimming pools, restaurants, and wellness facilities before visiting.
- AR Mobile App Feature: Members scan brochures or ads to unlock 3D previews of academies, tournaments, or training sessions — also usable in on-site kiosks.
- Metaverse Ready: Position Porto Sporting Clubs as an innovative, future-focused sports and lifestyle destination.

The Impact

- ✓ Increase Membership Sign-Ups: Reduce hesitation by letting potential members explore facilities virtually.
- ✓ Differentiate Porto Sporting Clubs: Stand out from regional sports clubs by offering a high-tech preview experience.
- ✓ Appeal to Families & GCC Guests: Build confidence among traveling families and GCC tourists before joining events.
- ✓ Enhance Brand Image: Showcase Porto Sporting Clubs as a tech-forward, premium sports and leisure brand.

OUTSIDE PROPOSED SCOPE

Recommendations

Digital Solutions

OUTSIDE PROPOSED SCOPE

Track the Member Journey – The Importance of a CRM System

**Massheads Offer their Services in this scope*

The Challenge

- Member and guest interactions are scattered across social media, call centers, and offline channels.
- No central CRM = missed opportunities for follow-ups, upselling, and loyalty.
- Limited insight into member lifetime value, behavior, and event participation.

Our Recommendation

Implement a CRM system that centralizes all member and guest interactions:

- Single Member Profile: Track history of inquiries, visits, bookings, and program participation.
- Automated Follow-Ups: Personalized offers via email/SMS after every inquiry, sign-up, or event.
- 360° View of Members: Marketing, sales, and operations teams share the same data.
- Analytics & Reporting: Clear ROI tracking from campaign → lead → booking → repeat member.

The Impact

- ✓ Higher Conversion Rates: Convert more inquiries into memberships and bookings.
- ✓ Increased Retention: Personalized loyalty campaigns increase repeat participation and long-term memberships.
- ✓ Better Budget Allocation: Data-driven marketing decisions based on real member insights.

Recommendations

Digital Solutions

OUTSIDE PROPOSED SCOPE

Website & Mobile App

**Massheads Offer their Services in this scope*

The Challenge

- Porto Sporting Clubs' digital presence is fragmented across social media with no unified platform.
- Limited ability to showcase all club offerings (academies, courts, wellness, events, memberships) in one place.
- Lack of seamless online booking, member portal, and integrated communication with club operations.

Our Recommendation

MassHeads can design, develop, and maintain a world-class website and mobile app for Porto Sporting Clubs:

- All-in-One Platform: Centralize club information, events, booking, and memberships.
- Online Booking & Payments: Members can reserve courts, book training sessions, buy packages, and pay online.
- Member Portal: View loyalty points, attendance, event participation, and exclusive offers.
- Mobile App Integration: Push notifications, AR/VR tours, live schedules, and instant updates.
- Optimized for Growth: SEO, analytics, and conversion tracking built-in from day one.

The Impact

- ✓ Seamless Member Experience: One-click access to everything Porto Sporting Clubs offers.
- ✓ Higher Conversions: Online booking and integrated payments boost sign-ups and participation.
- ✓ Data Capture: Real-time insights into user behavior, bookings, and loyalty metrics.
- ✓ Brand Differentiation: Position Porto Sporting Clubs as an innovative, tech-forward sports destination.

Recommendations

Digital Solutions

Kameo X Porto: Porto Review Program

**Massheads Offer their Services in this scope*

About Kameo

Kameo is a MassHeads-built platform designed to automate and amplify review collection. It integrates with websites, booking systems, and social platforms to prompt, collect, and display guest or member reviews in a structured way.

The Challenge

- Online reviews heavily influence decisions for sports club memberships, events, and academy sign-ups.
- Porto Sporting Clubs currently under-leverages guest and member feedback on Google, TripAdvisor, and social media platforms.

Our Recommendation

Launch a “Write a Review” Program via Kameo to encourage every member or visitor to leave feedback:

- On-Site Nudges: At club entrances, courts, and cafés prompting “Rate Your Club Experience.”
- Incentives: Discounts on next booking, loyalty points, or free guest pass/coffee voucher for reviewers.
- Staff Involvement: Front desk, trainers, and concierge encourage happy guests to share reviews.
- Kameo Dashboard: Centralized monitoring of reviews, sentiment analysis, and automated follow-ups.

The Impact

- ✓ Increase Positive Sentiment: Boost five-star reviews and reduce negative surprises online.
- ✓ Improve Search Rankings: Higher visibility on Google and social review sites for club locations.
- ✓ Boost Conversion: 95% of families and athletes check reviews before committing to memberships or bookings.
- ✓ Build Brand Advocates: Turn satisfied members into public ambassadors who share their positive experiences.

OUTSIDE PROPOSED SCOPE



Porto Sporting Clubs

What do we offer

What do we offer to Porto Sporting Clubs?

Marketing Consultancy & 360° Creative Support

Our Core Scope

1. Digital Marketing and Online Presence Management

1.1 Social Media Management

- Strategy, planning, and day-to-day management of Facebook, Instagram, TikTok, YouTube.
- Unlimited posting/content creation (30–90 posts per month depending on season/event load).
- Arabic-first captions, English where required; community engagement and reporting.
- Content pillars aligned with tournaments, academies, family activities, and seasonal campaigns.

1.2 Digital Advertising Management

- Paid media planning & buying (Meta Ads, TikTok Ads, YouTube campaigns).
- Conversion tracking, A/B testing, and monthly performance dashboards.
- Flexible seasonal budgets linked to event calendars.

1.3 Brand & Reputation Support

- Social listening and sentiment analysis.
- Crisis escalation workflow with Porto staff.
- Loyalty and referral program ideation (Kameo integration, points/rewards)

1.4 Monthly/Quarterly Strategic Reviews:

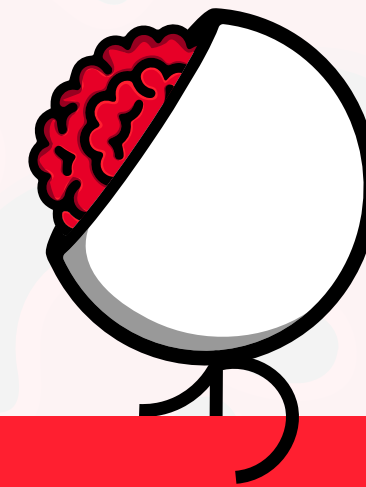
- Workshops with Porto management to review KPIs, refine campaigns, and plan upcoming events.

2. Creative Production & Printables

- Unlimited event and print designs per month (flyers, roll-ups, sponsorship decks, tournament branding, etc) - **Excluding Booth Designs**

Open for Discussion Services

These Services are not officially offered, but we can Discuss the feasibility of them.



**** Website Creation, SEO, and Website Maintenance:**

As we believe that website are not complementary to marketing, but a crucial tool of the digital marketing process – we do offer developing a website – In the same scope, so that the Design, UI/UX, Content are all aligned with our digital Marketing Strategy. We Have to approachs either: We deal with the website as monthly services, or a standalone project.

**** On-Site Event Support:**

Photography, live social coverage, interactive booths or QR-driven sign-ups during tournaments.-Cost to be Discussed per project

**** Influencer & Partnership Coordination:**

Micro-influencers, local athletes, and lifestyle pages to drive awareness.

**** Training & Workshops for Porto Staff:**

Social media best practices, CRM use, or community management to align internal teams.

massheads

Thank You

